

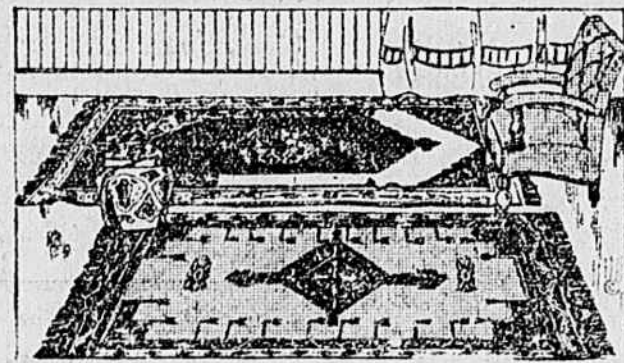
The New Retailing Price Power

Fortunes Are Made When Time Presents the Opportunity. Now Is Your Buying Time

Only because the crisis of finance are a force-pump upon merchandise that has infected where a few months ago there seemed every reasonable aspect of a clean bill of financial health, goods for less than the makers' cost is out of the ordinary. That's why we insist upon you to come to the store now---to prices unprecedent---to merchandise of greatest importance---and to the store that always serves to the best interest of its many patrons.



One Hundred & Fourteen Thousand Bales Carpets & Rugs Fall Under Auctioneer's Hammer



The well-known manufacturers, Alexander Smith & Sons, are forced to unload to the highest bidders, THE COHEN CO., the only Virginia firm to take advantage of the prices never before thought of. Thousands of dollars worth of these Carpets, Rugs in all their various sizes, will be on sale here Monday, and which, owing to the HERETOFORE UNHEARD OF LOW PRICES, will find quick homes with those who will take advantage as we did. The qualities and wear of the Smiths' goods are so well known that no commendation is necessary on our part.

9x12 Axminster Rugs that have been sold at \$17.50 readily; hundreds of them, in the most beautiful designs	\$11.95
Seamless Wilton Rugs, 2x3 yards, that we have sold at \$16.50, are	\$10.75
The highest grade of Axminster made, in one-piece Hall Rugs; never less than \$9.00, the price will be	\$6.25
The Seamless Axminster, 9x12 room size, in all the various designs made, the lowest price of which has been \$30.00, we will sell it for only	\$18.50
The highest grade Axminster, 6x9 feet; the price has been \$16.00, for	\$11.00
Seamless Brussel Hall Rugs, 6x9 feet, instead of \$11.50, will be	\$7.25
3 ft. wide Axminster Hearth Rugs; instead of \$3.50.....	\$2.50
27x54 Axminster Hearth Rugs; instead of \$2.25.....	\$1.50
The Wilton Hearth Rugs will be	\$1.50
The variety of designs in these goods are the very last produced by the mills.	

Fourth Floor.
(3 elevators at your service)

Great Curtain and Drapery Sale in Connection With the Sale of Carpets

Matchless economies at which the newest and choicest selections of Curtains and Draperies are shown. Matchless because the goods are all that can be desired, while the pricings are matchlessly low. The bargains are so substantial that we believe all records for Drapery and Curtain selling will be broken on Monday. Our new enlarged, well-stocked Drapery Department on the fourth floor offers every facility for easy selection. A few items from the great many only are given here--



Great Purchase of \$5.00	59c New Sunfast Draperies
Tambour Lace Curtains	In a complete range of beautiful colorings, and two-tone effects, especially Yard, well adapted for use as overdraperies; full 36 inches wide.
All new, fresh, crisp Lace Curtains, the season's choicest designs, in many patterns to select from; a rare opportunity to secure fine curtains at so low a price.	42c
Scotch Net \$1.25 Curtains	Delightful colorings and designs, in two-tone effects for home deco. Pair. These Sunfast Portieres are unsurpassed; 3 yards long. A pair on Monday at this low price.
200 pairs of these were secured at a great price concession from the maker. In white or ecru, 3 and 3 1/2 yards long; will be on sale Monday at this low price.	75c
White and Arabian Net Curtains	1,000 Yards Pretty Cretonnes
These are an exceedingly pretty lot; do not let the low price for Monday bias your judgment of them; novelty braid and Pecot edge; 3 yards long.	Actual 50c a yard values; a pretty range of colorings, from which wall papers Yard. may be matched; full 36 inches wide. A chance to secure the best at this low price Monday.
\$2.50	25c

Garments as a Thanksgiving Gift

Our garment buyer wanted to help the day, so he scoured the garment market--only the best makers' garments of course.

SO HERE THEY ARE A HALF AND ALMOST TWO-THIRDS A GIFT.

Let Thanksgiving Day be celebrated like this--

Women's Suits, \$11.95	Women's Suits, \$14.50
that have sold for \$20.00 and \$22.50 shall sell for	that we and all other good stores have had to price at \$27.50 to \$33.00, shall sell for

Suits that will surely be the surprise of the season. All are the latest styles of serges, unfinished worsteds, crepe epingle, broadcloths; the new short jaunty models, trimmed with fitch, skunk, fur and velvet; handsomely satin lined. To miss seeing these Suits at these wonder prices will be like an act of extravagance, for these Suits combine beauty, fashion and utility.

On Sale Monday Morning, Cohen's Second Floor.

If Your Baby Is Stylish Bring It Here

Every need for every baby from infant to 6 years of age.	
Wool Sweater Sets, Sweater, Leggings and Tights, blue or pink; a nifty set for.	\$1.96
Nobby Cloth Coats, long waist effect, bottom of skirt, collars and cuffs trimmed with black cozy fur; priced at only	\$7.95
Heavy Crochet Sacques, kimono shaped sleeves and fitted back; 75c ones for	59c
Dainty Crochet Nightingales for	50c
Heavy Plush Coats, with belted backs, stylish little "toppers"; special at	\$5.95

Cohen's Second Floor.

Thanksgiving Sale of China, Silverware and Household Needs

Please consider for a moment our showing on the THIRD FLOOR, the most complete assortments of beautiful wares carefully selected from the best makers of England, France, Germany, Austria, Bavaria, Belgium, Sweden, Japan and America. A great large floor devoted to the exposition of home making needs, which are notable for their beauty, usefulness and exceptional value.

PRICE REDUCTIONS that seem without reason, but are made possible because of large orders and early deliveries. NOW IS THE TIME WHEN YOU CAN PROFIT MOST. Hundreds of other values besides these will be on display Monday.

English China, from the world's most famous maker, Hammersley & Co., Stoke-on-Trent, England. Note price reductions.	
\$25 Hasche, French China Dinner Sets, of 100 pieces, for only	\$16.50
American Porcelain Dinner Sets, open stock, full 100-piece services--	
Plain Gold Band decorations	\$10.00
Gold Band and Rosebud decorations.	\$12.50
Grecian Decoration, green and gold borders, coin gold decorated handles	\$15.00
Decorated Table Porcelain at Amazingly Little Prices.	
\$1.00 Covered Dishes	50c
50c Gravy Boats	30c
15c Cups and Saucers	10c
15c Dinner Plates	10c
\$20 dozen Tea Cups and Saucers, dozen	\$12.00
\$12 dozen After Dinner Cups and Saucers, dozen	\$8.00
\$85 Theo Haviland--Limoges, China Dinner Sets, full service for 12 people	\$25.00
\$198 Finest Limoges, China Service, rich deep coin gold decoration, open stock design, for only	\$100.00

Linens at Before-the-War Prices

Few merchants will tell of their scarcity or their advanced values. There is no need of it here, all of our orders have been filled--full quotas have been received, and with no advance in prices.

FINE LINENS for every use. The housekeeper is invited to buy while they last. Even the handsome Austrian Linens.

Linen Tablecloths, silver bleached, size 68x68 to 68x108; priced \$1.08, \$2.50 and \$2.85	
The Moravian Linen Cloth, all sizes, of the finest Austrian linen; priced up to	\$25.00
Napkins to match.	
All-Linen Scotch Damask, the heavy double warp, various beautiful designs; only	\$1.00
Large Napkins to match, dozen	\$3.00
Madeira Embroidered Tea Napkins, dozen, \$3.00 to	\$8.00
Hemstitched Tea Napkins, dozen	\$2.00
18x27 Tray Cloths, 50c ones for	25c
21x21 All-Linen Napkins, 67 dozen to be sold; instead of \$2.50	\$1.93
Fine Hemstitched Huck Towels, 15x38, with damask, woven in crest design, for only	\$1.00
35c, or 3 for	\$1.00
Special importation of Linen Huck Towels, usually \$2.00 a dozen, hemstitched, in damask designs; to be sold for, dozen	\$2.25, or each 19c

Share in the Bargain Basement Sale

The space is to be given over to toys soon, so that all these heretofore "half priced" things are for your buying at take-me-quick values.

Mercerized Poplin, in various colors; 12 1/2c quality for only	5 1/2c
Silk Finished Madras; 25c quality, for	10c
The 16c Outing Cloth can be bought for	5 1/2c
5c Apron Gingham	3 3/4c
12 1/2c yard-wide Percale, for	8 1/2c
Upwards of a yard wide unbleached Domestic, for, yard	5c
The Daisy Cloth that cost 12 1/2c, for	8 3/4c
10c quality Long Cloth, yard wide, for	5c
12 1/2c Pajama Checks, for only	6 3/4c
Heavy White Suiting; 10 1/2c quality, for	10 1/2c
Good quality 5c Towels for	3c
Make Room in the Bedding Stock	
75c Blankets for	39c
10-4 \$1.00 ones for	79c
Heavy 12-4 Twilled Blankets, instead of \$1.50	\$1.00
The \$2.25 Wool Napped ones for	\$1.75
The \$2.50 quality for	\$2.39
\$5.00 White Wool Blankets, for	\$3.15
2 cases of California Wool 11-4 Blankets; we have never known the price to reach below \$7.00, on sale Monday, pair	\$5.00
Seco Silk Comforts, bordered, for	\$3.95
White Cotton Filled ones; 12 1/2c and \$1.50 values, for only	\$1.00
The best quality heavy weight Utica Sheeting, under the brand of "Oneida," on sale for only	65c
75c Bleached Sheets for only	57c
72x90 Sheets will sell for only	39c
Lot of Pillow Cases; 60 dozen, will be sold for each Monday	7 3/4c
Also a lot of \$1.25 White Crochet Spread on sale Monday for only	\$1.00
Any of the Following:	
Children's Raincoats; \$2 only	\$1.25
Women's 15c and 25c White Tea Aprons, for	10c
35c Silk Boot Hose for	14c
75c Middy Blouses for	39c
These Boys' Clothes for Monday's Sale	
The \$2.50 Norfolk Suits, good quality, for	\$2.39
\$5.50 ones, with 2 pair of knickerbocker pants, for	\$3.55
25c, 50c and \$1.00 Boy's Hats and Caps, for 10c, 25c and 50c.	
The 50c Boys' Blouses for	38c
150 pairs of Boys' Knickerbocker Pants that can't be bought usually under 75c and 80c, choice of any	50c

Pick-Ups

The best \$1.25 and \$1.50 Waists of the season are now selling for **95c** Second Floor.

The Best Bath Robes, of heavy warm elderdown, are only **\$2.50** Children's size, 3 to 16 **\$1.98** Garment Department, Second Floor.

The Jewelry Store has Christmas in its Bones--There is an immense display of Gold Jewelry, as well as that which is claimed to wear as good as gold for many years at least. We leave the trashy stuff off throughout the entire assortment. It is a sight to look through the many beautiful things. Main Floor.

The "YVETTE" Gloves are on sale here now. They are the best Gloves sold in Paris, London or America. Priced \$1.00 and \$2.00 for the pair. This price includes the wash leather. Also Long Gloves. Main Floor.

The Finest Broadcloth ever sold at \$2.00, in all the most beautiful new colors, here **\$1.50** at The usual 50c Wool Serge, in all the different colors and black; on sale Monday for, yard **35c** Main Floor.

Allover Embroidered Corset Covers, of white lawn, quite elaborate, are being sold at Little Fan Aprons, in the same department, that might be seen only **29c** Muslin Underwear Dept., Second Floor.

See the Ladies' Best Knit Underwear in the city at 50c; the Audace 59c ones; they come in all sizes of pants and vests, beautifully made; especially priced Knit Underwear Dept., Second Floor.

The Curtain Department will sell 100 pair of Renaissance Net Curtains, 3 yards long, white or ecru, either with a net or ruffled edge; they usually sell for \$1.50; the price is, pair **90c** The same department has a beautiful Serpentine Crepe for decorating lampshades, etc., for, yard **25c** Fourth Floor.

Heavy Inlaid Linoleum, all the colors through to the black, comes in 2-yard width, in a variety of beautiful patterns, the identical quality that always sell for \$1.00; especially priced, **59c** for Carpet Department, Fourth Floor.

Children's Books this Christmas are beautiful. You can buy them from 5c up. Different from any heretofore; the book publishers have tried themselves. Among them you will find a large paint book for 20c, some even at **10c** Third Floor.

40-inch Chiffon Silk Velvet, comes in black and colors; it is really a \$5.50 value, **\$4.00** for Main Floor.

Nub Suiting, in all colors, has come in again; full double width; the price has been 50c; on **17c** sale for Main Floor.

Seco Silks, in the Roman stripe; it has been 50c; the highest grade for **29c** Main Floor.

Nothing More Comfortable in a tile bathroom than a Bath Mat; most beautiful variety just arrived; they come in a variety of colors to match the **\$1.00** tiling, 50c and Main Floor.

Shams and Scarfs, elaborate and pretty styles, almost wonderful in the price, each **50c** Linen Department, Main Floor.

Children's Flannellette Night Gowns, revers all the way down the front, in colors; the Gown is of white, in kimono style; they usually sell for 50c; 25 dozen will be on sale Monday for, each **30c** Infants' Department, Second Floor.

Children's Wool Sweaters, white or red; sizes only 24 and 26; the price is **50c** only Second Floor.

Most Beautiful Table Lamp, art glass with filigree border of metal, on brass pedestal; price, only **\$8.00** Third Floor.

European and American Woolen Dress Goods

We almost wish that every woman in Richmond were acquainted with the many advantageously priced fabrics here. The Cohen Store has a great ambition to be the best in its merchandise trading. We often wonder why everybody does not appreciate the many special offerings. Here are prices for the best, most reliable woolen fabrics for less than their wholesale cost.

Monday Sale of Broadcloths in the newest cloth shades--

52 inches wide; the quality that most merchants sell for \$1.50; the usual best price is \$1.25; to be sold Monday for, **68c**

Also, 50-inch Storm Serge, in navy and black; the new price **48c**

Lot of Plaid Cloakings, full width and of sufficient warmth without lining, up-to-date designs; heretofore \$2.00 quality for **\$1.50**

These are only three of the many woolen dress fabrics on sale.

Flannels and Outing Cloth of every sort, prices heretofore are in the greater part wiped out, as for instance--

The Double Faced Outing you paid 10c for **6 1/2c** is The designs are all new and good.

The Mercerized Madras Waisting that you have paid 19c for; quite a variety of styles; the price is **12 1/2c** Main Floor--Rear.